

THE GLEICHEN CALL

VOLUME XXX NO. 23

GLEICHEN, ALBERTA, WEDNESDAY AUGUST 25, 1937

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U. F. W. A. LADIES APPOINT PROGRAM COMM.

Mrs. Harry Burn was hostess to the U.F.W.A. ladies last Thursday afternoon August 19th. The roll call was answered by Hints on Dress-making and was answered by 26 members and visitors. The sick committee reported that Mrs. J. C. Buckley was not very well. The meeting recommended that a gift of fruit be sent to Mrs. Buckley.

The program committee for 1937-38 was appointed and will consist of Mrs. McLean as convener, Mrs. McCleary will have as helpers Mrs. Koo and Mrs. Stott and Mrs. McEwen. A correction was made on the program for the next meeting which was scheduled for Friday September 2 but will be held on Thursday, September 2nd.

Mrs. Oliver kindly offered her home for the meeting scheduled for September 10th, as Mrs. Day was unable to take the meeting.

Mrs. McArthur read a very interesting bulletin on Political Economics. It was planned to have a farewell tea by the ladies of the U.F.W.A. at the home of Mrs. Umbrite for Mrs. Garland who is shortly to leave Gleichen and make her home in Calgary.

Tea price was then drawn for an. Mrs. Umbrite was declared the winner for a lovely cake plate, after which the hostess and helpers served a dainty lunch which was thoroughly enjoyed by all.

The next meeting will be held at the home of Mrs. Earl Ethridge on Sept. 2nd.

REGULATIONS FOR THIS YEARS' SHOOTING ISSUED

National Parks Service or the Department of Mines and Resources, Ottawa, has just issued the regulations regarding migratory bird for the current year.

A summary of the regulations they apply to Alberta follows:

Ducks, geese, coots, rails and Wilson's or Jack-snipe. Both ducks is clause.

In that part of Alberta lying north of the right bank of the Athabasca River (going down stream) and of the left bank of the Clearwater River (going down stream); from noon on September 1 to and including October 30.

In that part of Alberta lying south of the right bank of the Athabasca River (going down stream) and of the left bank of the Clearwater River (going down stream); from noon on September 15 to and including November 13th.

No person shall kill, hunt, capture, injure, take or molest any migratory game birds during the closed season; and no person shall sell, expose for sale, offer for sale, buy, trade or traffic in any migratory game bird at any time.

The possession of migratory game allowed in Alberta until March 31 following open season.

Ducks, 12 in any day; geese 5 in any day; coots and rails, Wilson's or Jack-snipe, 25 in any day and not more than 100 ducks or 25 geese in one season.

The use of automatic (auto-loading) guns unless the magazine has been permanently plugged or altered so that it cannot carry more than one cartridge, or swivel, or machine gun, or battery, or rifle, or any gun larger than number 10 gauge is prohibited. The use of power boat, sail boat, live birds as decoys, night light and shooting from any horse-drawn or motor vehicle is forbidden. The hunting of migratory game birds on areas baited with grain or other artificial food is prohibited. The shooting of migratory birds earlier than one hour before sunrise or later than one hour after sunset is prohibited.

The penalty for violation of the migratory bird laws is a fine of as much as three hundred dollars and not less than ten dollars, or imprisonment for a term not exceeding six months, or both fine and imprisonment.

THEY BROKE A MONOPOLY

One of the most interesting stories in the annals of Western Canada is

News Items of Local Interest

A. Sauve almost drove his wagon over his child's foot one evening last week. When starting up his team the child was not supposed to be nearby, however, he heard a cry and just stopped in the nick of time. Apparently the wheel of the wagon had just touched the foot which was slightly crushed and bruised, no bones being broken. Another inch or so and the foot would likely have been crushed to pulp.

Next Wednesday morning, September 1st, the Gleichen schools will open their doors and bid you come for all things are ready. The high school is specially prepared to give a practically course in training. It is the best equipped of any school in a place like size in the province and there are but few places of three times its size that equal it. Opportunities are proffered freely and it is yours to accept them with profit. Make ready and start with the opening of school. Be always on time, employ your talents wisely, and life has an allotted place that you can acceptably fill with profit.

The flour and feed milling industry of Canada is divided into two main well defined branches. In two

branches combined we will

according to the latest returns, 1,272 mills of varying sizes engaged

in producing flour, chopped feeds

and other commodities. Of these 1,272 mills the greater number, 743

were classified as feed and chopping mills, while 384 plants were engaged

mainly in producing wheat flour.

These 384 mills provide a carload

of flour for one of the leading world

centers of wheat flour. The value of

the output of the combined industry

is on the upgrade since 1935

and both branches have shown gains

for the current year.

The latest complete returns are for 1935 but preliminary figures indicate a further advance

during 1936.

The record of achievement of grain

producers in overrunning of the grain

marketing monopoly which exists

in the chamber of commerce.

At a time in the history of a farmer

shouldn't load a car over a platform

or dispose of his grain in any way

save through a line elevator, then

only on the terms dictated by the

elevator company. Naturally

such a monopolistic system creates

abuse. Grain producers successfully fought the monopoly and overcame it through the building up of co-operative institutions of their own.

It is now a far cry to the days of

the early struggles of the pioneer

grain farmers but the co-operative

movement has gone onward. In this

province it finds its highest develop-

ment in Alberta Pool Elevators, an

organization owned and controlled by

grain producers and operated for the

benefit of all.

Alberta Pool Elevators has deter-

minedly fought for the welfare of the

grain growing industry. Today it

stands as a monument to the ac-

complishments of the pioneers in the

co-operative movement. Farmers of

the present age may know little of

the struggles of older generations,

but nevertheless they are being great-

ly benefited thereby.

BOYS' AND GIRLS' FARM CLUB

WORK

One of the distinctive features of modern agriculture in the Dominion of Canada is the prominence of youth in all that pertains to the industry. This was not always so, says the Department of Agriculture, Ottawa.

In times gone by, owing to force of circumstances, there was little incen-

tive to youth on the farm further

than a love for hard work, but

since the interest of young people

has been aroused, the love of achieve-

ment in the oldest and greatest of

all industries has placed the young

farmer in a position of commanding

importance.

The commanding position is in

reality the outcome of one of the

most progressive and encouraging

movements of modern times, the

farm club organization for girls and

RUSH WORK ON SOUTH ALBERTA MAIN HIGHWAYS

Rush work has been undertaken on 412 miles of Alberta highways, according to official figures given out by Hon. W. A. Fallow, minister of public works.

In addition the province has included on this year's program of road improvements 180 miles of grading and 47 miles of blower surfacing.

One of the major highway engineering projects is the 61 mile highway from Waterton Lakes to Macleod, where new graveling has been carried out this year. The department is speed-

ing ahead with this work, as this is one of the major links in the park-to-park hard surfaced highway network.

Just as soon as this work is completed and other gaps filled in, it is believed that there will be an increased influx of tourists from the United States, anxious to see the great national parks of this province.

Between Calgary and Midnapore, the public works department has laid final surfacing in the form of "seal coating," making this one of the finest stretches of hard surfaced highway in the province. This stretch is seven miles long.

Long advocated by the Alberta Motor Association, hard surfacing is continuing to make steady gains in this province.

THE WORLD OF WHEAT

By H. G. L. Strange, Director of "Crop Testing Plan."

More "purchasing power." That's what is needed!

All sides hear of this need today. Discussion about it ranges all the way from dignified debate to acrimonious dispute.

It is quite apparent, however, that much of the argument is wasted energy for the whole is discussing "purchasing power" how often different ideas as to just what they mean by "purchasing power."

For instance: farmers who may have a thousand dollars today sometimes consider they have the same "purchasing power" as a farmer who had a thousand dollars in 1913. What they have is the same "spending power" but the "purchasing power" is less, because a thousand dollars today will only purchase about 74 per cent of the goods it would in 1913.

A German miller with a million marks has the same spending power as he had in 1913, but his purchasing power in Canadian wheat might not be more than about 75 per cent as compared with 1913, and his purchasing power in Canadian wheat might be nothing at all, unless his Marks can be exchanged for Canadian dollars which is only possible if the German people can sell their own good abroad.

So here the one expression "purchasing power" has three entirely distinct meanings.

Following factors have tended to raise price: Canadian wheat carry-over down to 37 million; Australian wheat probably 10 million; and 140 million; Mexican wheat in Southern Hemisphere still somewhat deficient. Increasing hostilities between China and Japan, Germany buying Argentine corn, Italy purchasing American wheat. Money inflation apparently beginning to be felt in price of commodities.

Following factors tend to lower price: Broomhall estimates world's import demands will be only 496 million; Russia offering wheat freely. Estimate Italian wheat crop 296 million again; 225 last year. Indian wheat estimates 335 million vs last 352 last year. Danubian countries will generous supplies for export. Heavy exports of citrus fruits from Palestine.

and also about the centre. No reason can be assigned for such a senseless act and when the guilty party is caught Ponoka is the rightful place for him.

At 11 o'clock Tuesday morning, August 21st, the wedding of Miss Edith Elizabeth Jones and Mr. Herbert Lockhart took place in St. Andrew's Church, Canon Stocken officiating. The bride is the second daughter of Mr. and Mrs. A. E. Jones and has lived here most of her life.

Judging by Experience

Judging by experience a good place to deliver your grain is your U.G.G. Elevator.

That, for many years, has been the experience of thousands of farmers throughout western Canada.

Deliver your Grain to

UNITED GRAIN GROWERS
Elevators at: Gleichen, Arrowwood, Shounies,
Cluny, Namaka.

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"The Finest--Bar None!"



Taste the Difference in this Supremely Superior Beverage — The West's Best.

Insist on the Genuine
"BUFFALO BRAND"

A PRODUCT OF
TH. CALGARY BREWING & MALTING CO. LTD.

Aggressive For Agriculture

Alberta Pool Elevators have been an aggressive force on behalf of the grain producers of this province, ever since the organization was started.

Grain producers should never forget that Pool elevators, operated on a true co-operative basis, create no vested interest, constitute a bulwark against profiteering and satisfy the demand for efficiency.

Practical commonsense suggests that all grain producers should give full and effective support to

Alberta Pool Elevators

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Doctor And Patient

A symposium of replies to a questionnaire sent out to doctors by the American Foundation on the availability of adequate medical care for the populace generally, probably affords a key to the reason for the growing public demand for systems of state medicine or state health insurance.

The replies indicate that, in a broad sense, adequate medical care, no matter how conservatively the phrase is interpreted, is not generally available and certainly not as available as it should be, and for a number of reasons.

While the information and opinion secured is, of course, applicable to conditions in the United States, there is little doubt that it is equally applicable in Canada, and in some respects more particularly in Western Canada, where similar social and economic conditions exist to those on the other side of the international boundary.

That the problem of providing adequate medical care for the people is bounded by social and economic conditions is specifically revealed in the numerous replies received and it is because of this fact that the demand for state medicine is becoming such a pressing issue nowadays.

Quoting the Foundation's own summarization of the replies to the question: "Is adequate medical care now readily available?" the Foundation points out that many agree there is no categorical answer to such a question because of disagreement as to its meaning, "but, if medical care is interpreted to mean the kind of care needed to enable citizens to maintain 'positive' health, preventing incipient illness from progressing to serious consequences, as well as doing all that can be done to restore the sick individual to health, the weight of opinion's certainly that adequate medical care is not available."

"Even if adequate medical care is less ambitiously defined," to further quote the Foundation's summary as reported in the current issue of the "Canadian Doctor," "this section contains a good deal of evidence in the form not of statistics but of direct picture (by men on the scene) to justify the premise that a large part of the population does not receive adequate medical care.

"(a) because it costs too much, especially hospital service and the laboratory aids to diagnosis;

"(b) because it is far away, as in the vast agricultural areas far removed from medical centres and without either hospitals or practitioners;

"(c) because the public generally does not understand and is not seeking for modern scientific medical care, much of the population definitely preferring quacks, medics and patent medicine, and, finally and most important;

"(d) because in the medical care of the present 'the best is not yet good enough,' to cite many spokesmen.

The reasons why medical care is not yet good enough are many, but these are the reasons most frequently brought forward by the physicians:

"(a) There is a lag of years in applying new medical knowledge;

"(b) present medical training is not yet uniformly good;

"(c) present licensing is too broad;

"(d) too many graduates do not or cannot keep up their competence;

"(e) medical imagination still does not sufficiently perceive that prevention rather than cure is the real and ultimate goal of medical science, as many competent leaders of medical science in this discussion declare it to be."

In view of the fact that the foregoing conclusions represent the consensus of opinion of apparently a substantial cross section of the medical profession, considerable weight must be given to the information, but it should be pointed out that it does not necessarily coincide with the lay viewpoint in its entirety.

When for instance the medical men declare that a large percentage of the population does not receive adequate medical care "because the public generally does not understand and is not asking for modern scientific medical care," they are making a statement which is open to debate.

It could very well be argued that a substantial percentage of the public does not understand modern medical science, not because of any lack of desire to do so, but because there are yet too many doctors who adhere to the old-fashioned doctrine that the less the patient is told the better and it is not surprising if, under such circumstances, patients fall back on the too vague quack for advice.

In the mind of the public the practice of medicine is often too much clouded by mystery which might be dispelled if more doctors took the patient into their confidence when making a diagnosis and wrote their prescriptions in a form which could be understood by a layman.

After all no person has a greater right to know what is wrong with him or her, to know what the doctor believes to be the cause of the ailment and the remedy that is being prescribed than the patient who is paying or "owing" for the service.

Sometimes a little more explanation of causes, conditions and treatment would create a greater public confidence which would yield dividends to the "regular" medical profession.

An Old Garden Flower

The Dahlia has been grown as a garden flower for about 100 years. However, the most popular variety, the Cactus, did not appear until about 1880. A more recent type, the Colarette, which is still unknown to many people, was introduced about 1900, and the Peacock-flowered variety not until 1908.

An average of 350,000 cars are stolen in United States each year.

The hide of a hippopotamus is 1½ inches thick.

The average mean temperature at Miami Beach is 75 degrees.

BLACKHEADS

Don't smother blackheads—dissolve them. Cut two pieces of porous powder from any drug store and rub gently with wet cloth over the blackheads. They simply dissolve and disappear by this safe and sure method. Have a Hollywood complexion.

Honored By The King

Two officers who were in charge of police guarding the Duke of Windsor's Fort Belvedere country home during the days immediately preceding his abdication, were honored by the King at Buckingham Palace. They were Superintendent Curry and Sergeant Backshall, and it was understood they received the Royal Victorian Order.

Some People Couldn't

In these days when cameras snap excellent shots in 1/50th of a second, it's hard to realize that less than a century ago it took four minutes to an hour's exposure to register a likeness on the plate. That's a long time to look pleasant.

The father of Patrick Henry was born in Scotland. His mother was of Welsh descent.

A violin is composed of 70 separate parts

Where Law Is Helpless

Impossible To Force Any Person To Be Suspect

A case, the first of its kind, was tried in a Montreal court when a taxi driver was charged with leaving his car unlocked while on a city street. The charge was laid to test a statute in effect some years but only recently brought into force at request of automobile insurance companies to help halt car thefts. The accused was acquitted so that evidence of the statute was destroyed.

It has been said that it is impossible to make people good by law; and apparently the law, speaking through this Montreal court, says it is useless to try to make people sensible by law. For one would hardly think a law would be needed to teach anyone that to lock a car is only ordinary common sense. Nobody with an ounce of brain would think of leaving a trunk or a suitcase on the sidewalk in a city with no one to watch it. Yet men otherwise apparently sane, seem to think nothing of leaving valuable cars with the doors unlocked and the key in the ignition, inviting the thief who happens along to drive off with it.

Police records all agree that locked cars are seldom, if ever, molested; and the reason for that is plain. To be seen trying to open a locked door immediately arouses suspicion, while no one pays much attention if he sees a man step into a car and drive off.

But, according to the Montreal court's ruling, the people of Quebec are to be allowed to make fools of themselves if they want to.

All the same, a law against leaving open cars about would be useful in it that would make the owner liable through his negligence to pay the cost of recovering his car when it is stolen.—Owen Sound Sun-Times.

TRYING TO SALVAGE SHIP

Believed To Have Founded In Lake Huron In 1679

Robert Cavalier Sieur de la Salle—the "Flying Dutchman" of the Great Lakes—may sail again, if the expedition planned by a Chicago yachtsman and explorer meets with success.

Eugene F. McDonald's Diesel yacht was loaded with diving and salvage equipment for a cruise to the western end of Manitoulin Island in Lake Huron where the pioneer explorer's ship—reputed to be the first to pass the lakes—was believed to have sunk in 1679.

La Salle and Henri De Tonti built the Griffin at the head of Lake Erie in May 1670. They sailed to what is now Green Bay, Wis., where the ship was laden with 12,000 furs. La Salle sent them to friends who helped finance his explorations.

But the Griffin never reached port. Lake authorities — and McDonald, who said he had studied all available evidence—believe she foundered off Manitoulin.

Old sailors say the Griffin sinks each year when the lotus blooms. They say she is recognized by the eagle-headed, lion-bodied Griffin figurehead protruding from her stern.

McDonald had planned an anchorage of the island, where he would meet Great Turner of Little Current, Ont., since the Canadian Government granted him permission for the search provided a Canadian citizen accompanied him.

If the Griffin is found, McDonald said, efforts will be made to reconstruct the old ship so that she can sail along the Chicago waterfront during the city's jubilee carnival or for a day and night control of aircraft not equipped with radio.

Although fitted with only a 50 candlepower lamp, the light is visible in bright sunlight for over three miles. The light is sighted like a gun and can also be used for code signalling with white, red or green light, as a spotlight, and for making estimates of the cloud ceiling at night.

This "projector" is believed to be the first of its kind used in Canada and became necessary through the steady increase of traffic at the airport—Canadian Aviation.

Heaven only knows where the motor-word is hastening to. It has been well described by a Chinese observer as "motion without motive." Halifax Herald.

Canada has a total of 8,430,800 cattle and calves on its farms.

Roads Of The World

Ford Has An Exhibit Materials From 18 Famous Highways

In the grounds of the Ford Rotunda at Dearborn, Michigan, the "Roads of the World," comprising materials from eighteen famous highways, has been opened to the public. The materials consist of stones, slabs and soil.

The dedication of the "roads" was witnessed by consular officers of countries represented in the roads, also many good roads officials.

Among the representations are the Appian Way, the famous Roman highway; the "Summer Palace" Road over which the Manchu emperors rolled from the old capital in what is to-day modern Peking to the royal Summer Palace; the ancient Grand Trunk Road of India, whose northward reaches led through the fabled Khyber Pass, and the Diamond Rush Road of South Africa, over which Cecil Rhodes transported fortunes in diamonds from the De Beers mines to Port Elizabeth.

Naval Treaty Ratified

Provisions Of 1936 London Agreement Have Become Effective

Provisions of the 1936 London naval treaty became effective with the ratification by the United Kingdom, Canada, Australia, New Zealand and India.

Instruments of ratification were deposited at the foreign office. Sir Robert Van Stittart, permanent under-secretary for foreign affairs, signed for the United Kingdom; Sir Findlater Stewart, permanent under-secretary for India; Sir George Vincent Massey for Canada; High Commissioner Stanley Bruce for Australia; and High Commissioner W. J. Jordan for New Zealand.

But, according to the Montreal court's ruling, the people of Quebec are to be allowed to make fools of themselves if they want to.

All the same, a law against leaving open cars about would be useful in it that would make the owner liable through his negligence to pay the cost of recovering his car when it is stolen.—Owen Sound Sun-Times.

LOOKS LIKE A RECORD

Remarkable Facts About Youngest Woman

Mrs. Anna Pond, of Ontario, 97 years of age. She reads a good deal, and prefers newspapers because they come fresh each day. Mrs. Pond has no time for worrying and cannot be convinced that it ever does a good thing. Her favorite pastime is this half of 97 goes to church on Sunday and she also likes to attend Sunday school. What's more she walks both ways.

All of which is interesting but not remarkable as other facts regarding her family. Mrs. Pond is the mother of 11 children and they are all living, and she herself is the eldest of a family of four and her two sisters and brother are also living; their ages being 89, 82 and 86.

We cannot recall hearing read of another case like that. A woman of 97 with 11 children living, and with all her own generation still here.—Peterboro Examiner.

SELECTED RECIPES

MAYONNAISE

1 egg

2 tablespoons Crown Brand Corn Syrup

2 teaspoons dry mustard

1½ teaspoon salt

¼ teaspoon paprika

¼ cup vinegar

¾ cup Mazola

4 tablespoons Benson's Corn Starch

1 cup water

Method: Put the egg, Crown Brand Corn Syrup, seasonings, vinegar and Mazola in a bowl but do not stir. Make a paste by mixing Benson's Corn Starch with a little cold water and add additional ¼ cup water. Cook until clear. This is better done in top of double boiler, but it is not necessary. Add the Corn Starch mixture to ingredients in mixing bowl and beat with egg beater. It thickens and combines beautifully.

THE REALLY HONEST PERSON

Is One Who Likes Mickey Mouse And Admits It

Charles E. Cochran, noted British producer, says he is "never bored with anything except a show that pretends to be intellectual—and isn't."

Something like the person who pretends to like grand opera—and doesn't—is really honest person is the one who likes Mickey Mouse—and admits it.

But, thank goodness, there is far less "intellectual snobbery" than there used to be. Credit that, at least, to the growing common sense of these times.—Halifax Herald.

Excellent phonograph needles can be made from cactus spines.

Large Fleet Owners find Firestone TIRES MOST ECONOMICAL



Life Savers and Coca-Cola Companies are two of the many big firms which standardize on Firestones.



Firestone HIGH SPEED TIRES

Output Being Increased

New Equipment Has Been Installed At Ontario Radium Refinery

Dr. Marcel Pochon, director of the Ontario radium refinery at Port Hope, announced that the annual output at the refinery would be increased from 12,000 to a half ounce to 15,000 or 16,000 pounds.

Dr. Pochon made the announcement following consultations with officials at the national research council at Ottawa, to which new equipment the refinery had purchased was sent for testing purposes.

The new equipment, Dr. Pochon said, would make it possible to supply some of the radium needs in the United States as well as in the British Empire which up to now has absorbed almost all the Canadian output.

Left Estate To Servant

Lord Ornithwaite, friend of Queen Mary and the late King George, left all of his estate—valued at \$107,000 (\$532,500)—to the wife of his manservant, Rose Sparry, and her two sons in equal shares. Lord Ornithwaite was a widower when he died.

A 250-pound hog will yield from 12 to 15 per cent of its weight in cuts suitable for bacon.

Canada exported \$8,418,000 worth of zinc during 1935.

Japan Using Wheat

Use of Wheat Becoming More Popular Every Year

The use of wheat flour bread becomes more popular in Japan every year. It is estimated 42 per cent of wheat flour consumed is used for bread and cakes of various sorts, as compared with 35 per cent three years ago. The Japanese are fond of macaroni and formerly about 50 per cent of the flour was consumed in that way, but it is estimated to have decreased now to some 38 per cent.

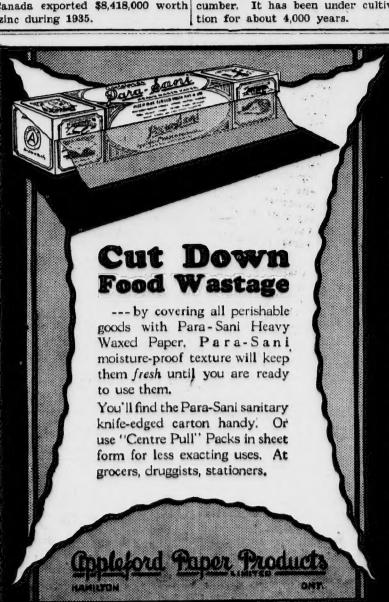
The chemical industry uses flour has increased from 10 per cent to 15 per cent. The remaining five per cent is used in miscellaneous ways.

While the bulk of bread consumed is white, whole wheat is gaining in favor. An interesting feature is the experiment recently made by one of the biggest bakeries in Tokyo of turning out oatmeal bread. This quickly became popular and the bakery can easily fill the demand.

HIS LUCKY DAY

Columbus sailed on his first great voyage on Friday, started back on Friday, and arrived back in Spain on Friday; he started his second voyage on Friday, and discovered the Isle of Pines on Friday the 13th.

Few garden plants have been known to man longer than the cucumber. It has been under cultivation for about 4,000 years.



Warehouses at Calgary, Regina and Winnipeg.

SHOPRITE STORES

Phone 20 Gleichen, Alta. Phone 20
WATCH FOR OUR AD EVERY WEEK. IT WILL PAY YOU

EARLY FALL SPECIALS



P. & G. Laundry Soap 10 bars	45c
2 Cakes Pearl White Laundry Soap free with 1 pkg. Jif Soap Flakes, all for	25c
Bakeeasy Shortening 2 1-lb pkgs for	35c
Memb Seals, 25 seals, 25 labels and 25 bands, all for	10c
Party Pack Pickles, 3 kinds in one jar 10½ oz. Jar	25c
Craft Apple Coffee, new pack, med. size jar, each	22c
Braids Coffee, 1lb in Gem Quart Jars, Each	39c
Alymer Orange Marmalade, Med. Jars, each	17c
Fly Coils, Aeroxon, best on the market, doz.	19c
2 pkgs 48c	

DON'T FORGET TO LOOK OVER OUR TWICE MONTHLY SHEET
JUST HOT FROM THE PRESS. STIKATS FRIDAY AUGUST 27
ENDS SATURDAY, SEPTEMBER 4.

BEER

Is Best

A product abundantly rich in
vitalizing, health-giving properties... brewed and matured with
all its natural goodness retained.

DRINK BEER
For health and refreshment
Insist on Alberta-made Beer...
There's none better

This advertisement is not inserted by
the Alberta Liquor Control Board, or
by the Govt of the Province of Alta.

HOW ABOUT PRINTING

All business houses need more or less printed matter, all of which is within the possibilities of the local printer. Yet how prone many are to pass up the home printer and let the orders go to city offices which have no interest whatever in rural communities except to get printing orders and the cash to pay for them. Business men, remember that the home paper is constantly promoting the interests of the home community and you owe it to your self and your local paper to back up these efforts by at least having your printed matter done locally.

The Gleichen Call

Thirty Years Serving Gleichen and Community

TOWN & DISTRICT

Miss Mildred King of Calgary is visiting at the home of Miss Marjorie Birch.

Miss Alison Evans of the Misericordia Hospital staff, Edmonton is at present spending her holidays in Gleichen.

About the busiest men in town during the past several weeks are the mining men. There has been a lot of activity around their joints.

Bill Taylor spent a couple of days in town during the week visiting his parents prior to returning to Trail, B.C., where he will resume his position with the smelter company.

Mrs. M. Brown arrived from Lethbridge last week and will permanently reside here.

Mr. and Mrs. Glen Hosue of Arrowwood spent several days in town last week visiting friends. Mr. Hosue states that crops are not very good in his district and that he will be short of feed this winter for his stock.

Not long ago a young man in town was overheard discussing the topic of leadership excitedly, it being evident that he considered himself a leader. Once in a while he will be overheard discussing leadership, the while doing nothing about it. His attitude revealed much of the latter and none of the spirit of leadership. A cultured Irishman once remarked he was getting along fairly well in this country, but was having some trouble in making his Celtic dreams come true. The naive manner in which he said this was comical, but his honest realization of the need of a practical working out of a dream gives him a great advantage over the "leadership" young man. The latter hasn't yet arrived at the point of this honest truth and we fear, will go back to dust without knowing why he didn't win the plaudits of his fellow men for leadership. In world affairs today, as was always the case, there are outstanding examples of leadership, but sadly, of that high price paid in reaching out under the spur of selfish ambition. Under such leaders change is occurring but often change does not imply desirable advancement. And still conditions of the people of the world are getting better. How come? It is just that plain men and women all over the world are finding contentment in expressing themselves helpfully, without show, and in most cases these would be amazed if it were suggested to them that their constructive actions merited praise.

NOTICE TO CREDITORS AND CLAIMANTS

IN THE ESTATE OF SOPHIE Marie Simonin, late of the Village of Cluny, in the Province of Alberta, Widow, deceased.

Notice is hereby given that all persons having claims upon the estate of the above named Sophie Marie Simonin, who died on the 17th June, A.D. 1937, are required to file with Messrs. Scott, Milvain & de la Vergne, Barristers, 511 Herald Building, Calgary, Alberta, by the 5th day of October, A.D. 1937, a full statement duly verified, of their claims and of any securities held by them and that after that date the administrator will distribute the assets of the deceased among the parties entitled thereto having regard only to the claim of which notice has been so filed or which have been brought to his knowledge.

Dated his 17th day of August, A.D. 1937.

SCOTT, MILVAIN & de la VERGNE,
Solicitors for the Administrator
511 Herald Building, Calgary.

NOTICE TO CREDITORS AND CLAIMANTS

IN THE ESTATE OF LOUIS Eugene Simonin, late of Ouelletville in the Province of Alberta, Farmer, deceased.

Notice is hereby given that all persons having claims upon the estate of the above named Louis Eugene Simonin, who died on the 22nd day of December, A.D. 1912, are required to file with Messrs. Scott, Milvain & de la Vergne, Barristers, 511 Herald Building, Calgary, Alberta, by the 28th day of September, A.D. 1937, a full statement duly verified of their claims and of any securities held by them and that after that date the administrator de bonis non, will distribute the assets of the deceased among the parties entitled thereto having regard only to the claim of which notice has been so filed or which have been brought to his knowledge.

DATED this 17th day of August, A.D. 1937.

SCOTT, MILVAIN & de la VERGNE,
Solicitors for the Administrator
de bonis non
511 Herald Building, Calgary.

CLASSIFIED ADS

Notice under this heading 15 words or under \$5.00, first insertion and 25c each subsequent insertion 8 weeks \$1.00. Over 15 words one cent per word for each insertion.

HOUSE TO RENT—Known as Green residence, beginning Sept. 1st. Hardwood floors, running water, hot water heater. Apply box 1. Call 23.

FOR RENT—7-roomed house and property known as the W. H. James residence, half mile east of Gleichen post office, across highway. Has full basement, electric lights, hot and cold water, bath room nicely fixed up, sewage system, five nice closets, spacious, in fact fully modern. Barn, house, wall, garage, beautiful lawn, many large trees, irrigated from C. P. R. ditch. Anyone interested see M. Bolinger.

Three life savings in one day was a record made by a Boy Scout. On an afternoon he rescued a baby, a girl swimmer who had got into difficulties, and a girl who had broken a leg when jumping from a narrow diving board. For the latter girl he improvised a splint, and saw her safely to a hospital fifteen miles away.

MAE WEST

"GO WEST YOUNG MAN"
Mae meets a new kind of man on barnyard circuit, where the hay is cut early, but the hed-dy isn't.

THURSDAY 8.30 P.M.
SATURDAY: Matines at 3 p.m. and evening shows at 7.30 and 9.15.

GLEICHEN COMMUNITY HALL

GEO. W. EVANS

Undertaker
And Embalmer

MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way

A low moral aim oft will hit the dollar mark.

Only about one-third of the people of Paris, France, were born in that city.

The Call Says



Think what this wonderful offer will mean in enjoyment throughout the whole year for yourself and your family. Magazines of your own choice and this newspaper, packed with stories, timely articles, helpful departments and colorful illustrations. Now is your chance.

GROUP 1 SELECT ONE MAGAZINE

- Opportunity Magazine 1 yr.
- National Home Monthly 1 yr.
- Canadian Magazine - 1 yr.
- New Review Weekly - 1 yr.
- Story Magazine - 1 yr.
- Pictorial Review - 1 yr.
- Silver Screen - 1 yr.
- American Boy - 1 yr.
- Parents' Magazine - 6 mos.
- Can. Horticulture and Home Magazine - 1 yr.

GROUP 2 SELECT ONE MAGAZINE

- Liberty Mag.(52 Issues) 1 yr.
- Judge - - - - - 1 yr.
- Parents' Magazine - 1 yr.
- Story Magazine - 1 yr.
- True Story - 1 yr.
- Screenland - 1 yr.
- House & Garden - 6 mos.

This Offer Fully Guaranteed—All Renewals Will Be Extended.

TAKE YOUR CHOICE!



OFFER NO. 1
One magazine from group 1
AND
One magazine from group 2
and this newspaper

OFFER NO. 2
Three magazines from group 1 and this newspaper

USE THIS ORDER BLANK

Please clip list of Magazines after checking Publications desired.
Fill out coupon carefully.

Gentlemen: I enclose \$..... Please send me the publications checked with a year's subscription to your newspaper.

NAME
STREET OR R.R.
TOWN AND PROVINCE
G.M.S.